



in this issue >>>

Spring 2015

Tobacco Free News

E-Cigarette News

AODA Coalition

FACT

Retailer Training

Coordinator Updates

A Quarterly Insight into the Latest South Central WI Tobacco Free Coalition Happenings

Tobacco Free News

Institute of Medicine Report Provides Powerful Evidence to Increase Tobacco Sale Age to 21 – States and Localities Should Act to Save Lives

Statement of Matthew L. Myers, President, Campaign for Tobacco-Free Kids—Mar. 12 2015

WASHINGTON, DC – Today's report by the Institute of Medicine (IOM) is a clarion call to states and localities across the country to raise the minimum age of sale for tobacco products to 21. This report, by one of the most prestigious scientific authorities in the United States, strongly concludes that boosting the tobacco sale age to 21 will have a substantial positive impact on public health and save lives. It finds that raising the tobacco sale age will significantly reduce the number of adolescents and young adults who start smoking; reduce smoking-caused deaths; and immediately improve the health of adolescents, young adults and young mothers who would be deterred from smoking, as well as their children. Significantly, the greatest impact would be among adolescents 15-17 who would no longer be able to pass for legal age and would have a harder time obtaining cigarettes from their older friends and classmates.

Overall, the report predicts that raising the minimum age for the sale of tobacco products to 21 will, over time, reduce the smoking rate by about 12 percent and smoking-related deaths by 10 percent. It is hard to imagine a clearer or more convincing message from this report. Within a short period of time, we expect to see states and localities act on this report to increase the age of sale for tobacco products to 21. It should provide a major boost in states such as Hawaii, California, Washington and New Jersey that are considering such legislation. The Hawaii House of Representatives last week approved statewide legislation to raise the tobacco sale age to 21, and the Senate should quickly do so (the sale age is already 21 in Hawaii County, the Big Island). At least 58 localities in 7 states including New York City – have already raised the tobacco sale age to 21. It's time for others to follow suit and help make the next generation tobacco-free.

Increasing the sale age to 21 will reduce tobacco use among youth and young adults – age groups when nearly all smoking begins and that are heavily targeted by the tobacco industry. National data shows that 95 percent of adult smokers begin smoking before they turn 21. The ages of 18 to 21 are a critical period when many smokers move from experimental smoking to regular, daily use. While half of adult smokers become daily smokers before 18, four out of five do so before they turn 21. Increasing the tobacco sale age to 21 will help prevent these young people from ever starting to smoke. The tobacco industry never relents in pushing its deadly and addictive products, so policymakers can't let up in their efforts to reduce smoking and save lives. A Philip Morris report from January 1986 made it clear decades ago that the industry knew a higher age of sale would hurt the peddling of its deadly products. "Raising the legal minimum age for cigarette purchaser to 21 could gut our key young adult market (17-20)," that report noted.

Tobacco use is the number one cause of preventable death in the United States, killing more than 480,000 people and costing the nation about \$170 billion in health care bills each year. If current trends continue, 5.6 million of today's youth will die prematurely from a smoking-related illness. Anything we can do to prevent these illnesses is indeed worthwhile and overdue.

The Institute of Medicine is part of the U.S. National Academy of Sciences. The report and related materials can be found at www.iom.edu.

contact information >>>

Jennifer Froh

Assistant Coordinator
Juneau County Health Dept
jfroh@co.juneau.wi.us

MacKensie Pampuch

Coalition Coordinator
Juneau County Health Dept
608-847-9403
mpampuch@co.juneau.wi.us



*South Central Wisconsin
Tobacco Free Coalition*

220 East State Street, Room 104
Mauston, WI 53948



“like” us on
facebook

www.facebook.com/ScwTobaccoFreeCoalition

AODA Coalition in Juneau County

Starting in May, the South Central Tobacco Free Coalition will be entering a strategic partnership with an Alcohol and Other Drug Abuse Coalition. This partnership will work together to provide resources and advocacy to members of Juneau County.

According to the 2015 County Health Ranking, Juneau County was ranked 67th out of 72. Among the factors measured by the UW Population Health Institute and the Robert Wood Johnson Foundation that led to Juneau County's low ranking were a large number of smokers, excessive drinking, and alcohol-impaired driving deaths.

Because of the poor health choices in Juneau County, this coalition was created to help decrease the use of drugs and alcohol by providing individuals with resources for the help they need.

For more information, call (608) 847-9403

<<<Kudos to the Wisconsin Wins Program

Starting this year, the Wisconsin Wins tobacco compliance program will include e-cigarettes and e-juices. The Wisconsin Youth Survey in 2014 shows 7.9 percent of high school students use e-cigarettes. It is illegal for retailers



to sell cigarettes, tobacco products or nicotine products to anyone under the age of 18 years old. We now know that some brands of e-cigarettes contain nicotine and therefore are illegal for retailers to sell to minors. The inclusion of e-cigarettes in the compliance inspections will further prevent the initiation of tobacco use and prevent further tobacco use.



Pictured Left: The Mauston FACT group spoke to Representative Ed Brooks at the Joint Finance Committee Hearing. The group shared with him a little bit about why FACT is important for youth tobacco prevention.

Pictured Right: Mike Taake testified to legislators serving as members of the Joint Finance Committee on March 26th.



FACT 'Kicked Butts' on March 18th

The Mauston High School FACT participated in the 20th Annual Kids 'Kick Butts' Day on Wednesday, March 18th at the Mauston High School.



FACT raised awareness by taking "selfies" to say they're not a replacement and shared the photos on Facebook, Twitter and Instagram with the #NotAReplacement hashtag.

Retailer Training

Free Training for Clerks

How often do teens come into your store and ask to buy tobacco products? Attend an upcoming retailer training to learn about Wisconsin's tobacco sales laws and what you can do to keep tobacco away from minors.

- April 29th: 10:30am-11:30am
Hatch Public Library
111 West State St.
Mauston, WI 53948
- April 30th: 2:00pm-3:00pm
Adams Community Center
569 N Cedar Street
Adams, WI 53910
- May 5th: 10:00am-11:00am
Sauk County Sheriff's Department
1300 Lange Court
Baraboo, WI 53913
- May 6th: 9:30am-10:30am
Community and Senior Center
1050 Orange Street
Richland Center, WI 53581



Interested in tobacco prevention?

Contact the coalition at mpampuch@co.juneau.wi.us to learn how you can become involved!

SMOKE



CHECK

Selling tobacco to minors is wrong.
It's also illegal.

Smokecheck.org is an easy online tool to learn the facts about Wisconsin's tobacco sales laws. When you know the facts, you can avoid a big mistake and expensive citations for you and your employer. When you know how to keep tobacco away from minors, everybody wins.

final thoughts...



The snow is finally melting and spring is in the air. As the new Coalition Coordinator, I would like to say how excited I am to be a part of such a wonderful group. I look forward to meeting you all in the months to come. There will be several opportunities coming up for individuals to become more active in the community. This might involve educating legislators on tobacco products, media outreach, and environmental scans.

If anyone is interested in participating in any activities involving tobacco prevention please feel free to contact me. I look forward to hearing some of your great ideas. Together we can make a difference.

Thank you for your continued support,

MacKensie Pampuch
South Central Wisconsin Tobacco Free Coalition Coordinator
(608) 847-9403
mpampuch@co.juneau.wi.us

Don't forget to like us on Facebook:
www.facebook.com/ScwTobaccoFreeCoalition

Upcoming Events

- **April 11th: Kids Day 10:00am-2:00pm**
Adams Friendship High School
1109 E North St, Adams, WI 53910
- **April 24th: Tweens Night Out 5:00pm-8:00pm**
Olsen Middle School
508 Grayside Ave, Mauston, WI 53948
- **May 9th: Kids Fit-n-Safe Day 9:00am-1:00pm**
Rack-a-building, Nishan Park
1700 8th Street, Reedsburg, WI 53959
- **April 21st: UW-Baraboo 10 Year Tobacco Free Campus Celebration 12:30pm-2:00pm**
1006 Connie Road, Baraboo, WI 53913

A collaborative multi-jurisdictional coalition for Adams, Juneau, Richland, and Sauk Counties promoting tobacco prevention initiatives

South Central Wisconsin Tobacco Free Coalition
220 East State Street, Room 104
Mauston, WI 53948

